



WPTV

ORDER

Print Date 11/20/12

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Flight Dates **10/31/12-11/06/12**

Contract / Revision **316334 /** Product **Romney for President, Inc.**

Original Date / Revision **10/30/12 11/05/12** Agency Com **15%**

Advertiser **Romney / Republican / Presi**
Billing Contact
138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact
138 Conant Street
Beverly, MA 01915
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:10:00

Estimate # **13**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	92	\$76,287.50	\$89,750.00	0.00
Totals	92	\$76,287.50	\$89,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	92	\$76,287.50	\$89,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/31/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- 111--			3		\$900.00		0.00				
N 2	WPTV	10/31/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 222--	:30	6	\$950.00	P-1	0.00	NM	6	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- 222--			6		\$950.00		0.00				
N 3	WPTV	10/31/12	11/02/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00



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Contract / Revision **316334** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 11/05/12

Order Sep 00:10:00

Advertiser **Romney / Republican / Pres** Product **Romney for President, Inc.** Estimate # **13**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/31/12	11/02/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--					3	\$350.00		0.00			
N 4	WPTV	11/05/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----					2	\$350.00		0.00			
N 5	WPTV	10/31/12	11/02/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	-- 111--	:30	3	\$425.00	P-1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--					3	\$425.00		0.00			
N 6	WPTV	11/05/12	11/06/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11-----	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----					2	\$425.00		0.00			
N 7	WPTV	11/05/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----					2	\$350.00		0.00			
N 8	WPTV	10/31/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-- 111--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--					3	\$600.00		0.00			
N 9	WPTV	11/05/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 10	WPTV	11/03/12	11/03/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$325.00		0.00			
N 11	WPTV	11/03/12	11/03/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$600.00		0.00			
N 12	WPTV	11/03/12	11/03/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$1,025.00	P-1	0.00	NM	2	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$1,025.00		0.00			
N 13	WPTV	11/03/12	11/03/12	Sa 1130p-1a SNL	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$950.00		0.00			
N 14	WPTV	11/03/12	11/03/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$100.00		0.00			
N 15	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/04/12	11/04/12	-----S					1	\$325.00		0.00			



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Contract / Revision **316334** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 11/05/12

Order Sep 00:10:00

Advertiser **Romney / Republican / Pres** Product **Romney for President, Inc.** Estimate # **13**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00 NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$325.00		0.00		
N16	WPTV	11/04/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	2	\$350.00	P-1	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					2	\$350.00		0.00		
N38	WPTV	11/01/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-----	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	11-----					2	\$1,200.00		0.00		
N39	WPTV	11/01/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,500.00	FX	0.00 NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	22-----					4	\$1,500.00		0.00		
N40	WPTV	11/01/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-11--	:30	4	\$650.00	FX	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	11-11--					4	\$650.00		0.00		
N41	WPTV	11/01/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-12--	:30	5	\$575.00	FX	0.00 NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	11-12--					5	\$575.00		0.00		
N42	WPTV	11/01/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	---12--	:30	3	\$425.00	FX	0.00 NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	---12--					3	\$425.00		0.00		
N43	WPTV	11/01/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1--12--	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	1--12--					4	\$1,600.00		0.00		
N44	WPTV	11/01/12	11/06/12	M-F 530-6p M-F 530-6p	CM	530-6p	1--12--	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	1--12--					4	\$1,600.00		0.00		
N45	WPTV	11/01/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	2--12--	:30	5	\$1,800.00	FX	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	2--12--					5	\$1,800.00		0.00		
N46	WPTV	11/01/12	11/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	1--11--	:30	3	\$950.00	FX	0.00 NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/07/12	1--11--					3	\$950.00		0.00		
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
		4	WPTV	11/01/12-11/07/12	M-F 7-730p	7-730p	M--ThF----	:30		(\$950.00)		0.00 NM		
		See MG 46.5												
		5	NPTV	11/05/12-11/05/12	M-F 730-8p	730-8p	M-----	:30		\$950.00		0.00 NM		
		Ⓜ MG for 46.4 11/05 [follow ET per Marta]												
N47	WPTV	11/01/12	11/06/12		CM	11-1135p	2--22--	:30	6	\$1,400.00	FX	0.00 NM	6	\$8,400.00



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Contract / Revision **316334** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 11/05/12

Order Sep 00:10:00

Advertiser **Romney / Republican / Pres** Product **Romney for President, Inc.** Estimate # **13**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 11-1135p M-F 11-1135p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/01/12 11/07/12 2--22-- 6 \$1,400.00 0.00														
N48	WPTV	11/01/12	11/06/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/01/12 11/07/12 ---T--- 1 \$1,800.00 0.00														
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WPTV	11/01/12-11/07/12	Thursday Prime B		9-10p	---Th----	:30		(\$1,800.00)		0.00 NM		
	See MG 48.2													
	2	NPTV	11/01/12-11/07/12	Thursday Prime B		9-10p	---Th----	:30		\$1,800.00		0.00 NM		
	Ⓜ MG for 48.1 11/01 [change program to THE VOICE]													
N49	WPTV	11/01/12	11/06/12	Friday Prime B grimm	CM	9-10p	----F--	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/01/12 11/07/12 ----F-- 1 \$1,450.00 0.00														
N50	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	2	\$850.00	FX	0.00 NM	2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 2 \$850.00 0.00														
N51	WPTV	11/03/12	11/03/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	3	\$450.00	P-1	0.00 NM	3	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 3 \$450.00 0.00														
N52	WPTV	11/03/12	11/03/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$850.00 0.00														
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WPTV	10/29/12-11/04/12	Sa 7p News		7-730pm	-----Sa--	:30		(\$850.00)		0.00 NM		
	Credited [Sports Late-Run]													
N53	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$500.00 0.00														
N54	WPTV	11/04/12	11/04/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$850.00 0.00														
N55	WPTV	11/04/12	11/04/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$1,450.00 0.00														
N56	WPTV	11/04/12	11/04/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	2	\$3,500.00	FX	0.00 NM	2	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 2 \$3,500.00 0.00														
N57	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00



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Original Date / Revision 10/30/12/ 11/05/12 Order Sep 00:10:00
Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **13**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N57	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,000.00		0.00						
N58	WPTV	11/01/12	11/06/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/01/12	11/07/12	----F--	1		\$2,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	11/01/12-11/07/12		Friday Prime C		10-11p	----F--	:30		(\$2,500.00)		0.00	NM		
See MG 58.2															
2	NPTV	11/02/12-11/02/12		Friday Prime C		10-11p	----F--	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 58.1 11/02 [program change to Revolution]															
N59	WPTV	11/03/12	11/03/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
Totals														92	\$89,750.00